IN THE CLAIMS:

7 and 10 (Cancelled).

1 (Currently amended). A ~~primer for promoting adhesion of a coating to paperboard,~~ package material comprising
a paperboard substrate,
a primer applied to said substrate, wherein the primer is ammonium catalyzed, self-cross linking copolymer of ethylene-vinyl acetate with N-methylol acryl amide functional groups attached to a polymer backbone.; and
a polyester coating applied to said primed substrate, said coating having a coat weight of as low as 12 lbs./ream.

2 (Currently amended). A package material, comprising
a paperboard substrate,
a primer applied to said substrate, wherein said primer has a coat weight of as low as 0.1-0.5 lbs./ream;
a polyester coating applied to said primed substrate, said coating having a coat weight of up to 12 lbs./ream.

3 (Original). The packaging material of claim 2, wherein
said primer is an ammonium catalyzed, self-cross linking copolymer of ethylene-vinyl acetate with N-methylol acryl amide functional groups attached to a polymer backbone.

4 (Original). The packaging material of claim 2, wherein
said paperboard substrate is clay coated and said coat weight is 12 lbs./ream.

5 (Original). The packaging material of claim 2, wherein
said coat weight is 10 lbs./ream.

6 (Withdrawn). The packaging material of claim 2, wherein
said primer is epoxy modified polyolefin tie resins.

7 (Cancelled).

8 (Currently amended). A package material comprising ~~The packaging material of claim 3, wherein~~
a paperboard substrate,
a primer applied to said substrate, wherein the primer is ammonium catalyzed, self-cross linking copolymer of ethylene-vinyl acetate with N-methylol acryl amide functional groups attached to a polymer backbone wherein said primer has a coat weight of 0.1-0.5 lbs./ream,
a polyester coating applied to said primed substrate, said coating having a coat weight of as low as 12 lbs./ream.

9 (Original). The packaging material of claim 2, wherein said coating is polyethylene terephthalate.

10 (Cancelled).

11 (Currently amended). A ~~The~~ method of forming a packaging material comprising ~~claim 10,~~
providing a paperboard substrate,
applying a primer to said substrate, wherein
the primer is applied at a coat weight of 0.1-5 lbs./ream and
applying a polyester coating to said primed substrate with a coat weight of up to 12 lbs/ream.

12 (Currently amended). The method of claim 11 ~~10~~, further comprising flame treating said substrate.

13 (Currently amended). The method of claim 11 ~~10~~,
further comprising water misting said substrate.

14 (Original). The method of claim 13, wherein
water is misted at 0.01 to 0.1 lbs./ream.

15 (Currently amended). The method of claim 11 ~~10~~,
further comprising
a clay coating on said substrate.

16 (Currently amended). The method of claim 11 ~~10~~, wherein said polyester coating has a coat weight of 10 lbs./ream.

17 (Currently amended). The method of claim 11 ~~10~~, wherein said primer is an ammonium catalyzed, self-cross linking copolymer of ethylene-vinyl acetate with N-methylol acryl amide functional groups attached to a polymer backbone.

18 (Currently amended). The method of claim 11 ~~10~~, wherein said primer is epoxy modified polyolefin tie resins.

19 (Currently amended). The method of forming a packaging material comprising ~~claim 10, wherein~~
providing a paperboard substrate,
applying a primer to said substrate, and
applying a polyester coating to said primed substrate with a coat weight of up to 12 lbs/ream, wherein
said polyester coating is extruded onto said substrate at a line speed of 800-1200 feet per minute.

20 (New).The method of claim 19, wherein said coating is polyethylene terephthalate.

21 (New). The method of claim 19, wherein said primer is an ammonium catalyzed, self- cross linking copolymer of ethylene-vinyl acetate with N-methylol acryl amide functional group attached to a polymer backbone.